



# **Alexandria City Academy**

**Session 8**

**October 30, 2014**



# **Recreation, Parks & Cultural Activities**

**James Spengler**  
**Director**





# RPCA's Mission

*“To be a vibrant, safe and attractive city of opportunity through the development of effective and efficient recreation programs, facilities and parks for all citizens and visitors to enjoy”*

Mission tied to City's strategic Goals



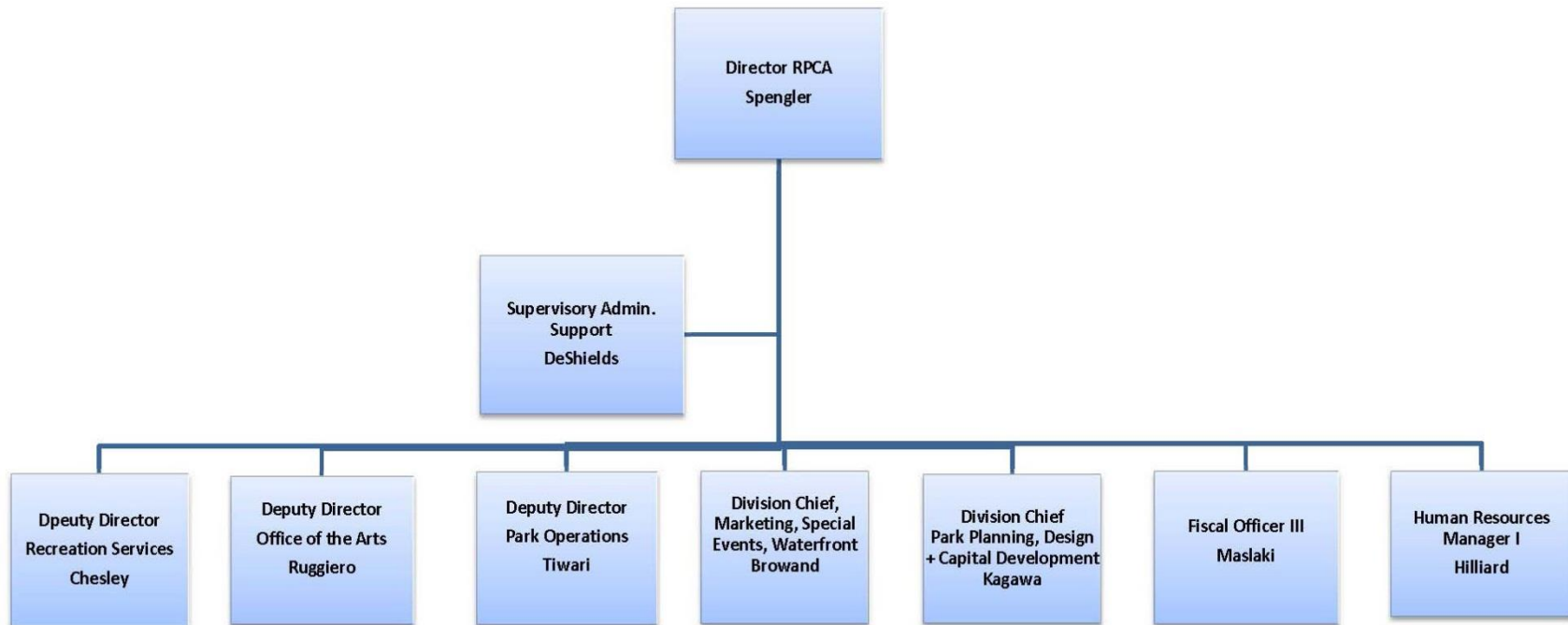
# Community Benefits of RPCA Services

- Individual Benefits – Contributes to health and personal/family satisfaction
- Community Benefits – Reduces crime and delinquency, supports youth, offers lifeline for the elderly, attractive living environment
- Environmental Benefits – Clean water! Clean air, places to enjoy nature's beauty
- Economic Benefits – Enhances land and property values, revenue generator, attracts and retains businesses

*Contributes to improving the overall "**Quality of Life**" in the community*



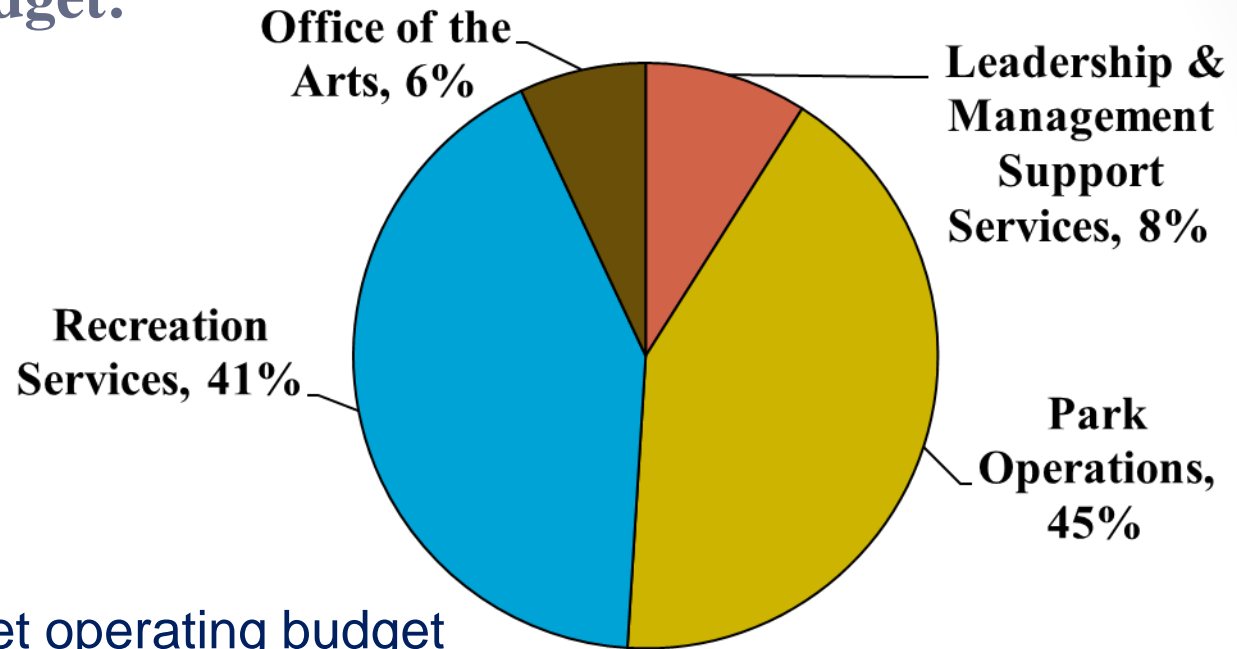
# RPCA's Organization



# RPCA's Resources



## Operating Budget:



- \$21 million net operating budget
- 172 Full Time Positions
- Seasonal Employees based on the time of year
- Contracted Services

# RPCA's Resources



- 900 acres of open space, including 566 acres of parks
- 17,000 Street Trees
- 190 landscaped sites/flower beds
- 62 Boat Slips at the City Marina
- 49 Multi-Use athletic Fields
- 36 Playground Areas
- 60 Tennis/Basketball Courts
- 20 Miles of Trails
- 18 Dog Parks
- 4 Swimming Pools
- 11 Community Centers

# 2013 Community Survey



- Park Visitations – 82% of households (above national benchmark of 78%)
- Physical Condition of Parks – 84% rated as Excellent to Good
- Program Participation – 48% of households (increase since 2011)
- Quality of Programs – 93% rated Excellent to Good

# National Accreditation For RPCA



- RPCA is Nationally Accredited by the Commission for Accreditation of Park and Recreation Agencies since 2004
- Meets national benchmark for its commitment of quality services to citizens and effective organization management
- There are currently 117 accredited park and recreation agencies in the United States.



# Park Operations

- Park Maintenance
- Facility Maintenance
- Rights-of way and School Grounds
- Emergency Operations
- Urban Forestry
- Horticulture Program
- Natural Resources
- Jerome "Buddie" Ford Nature Center



- 0 0.25 0.5 1 Miles



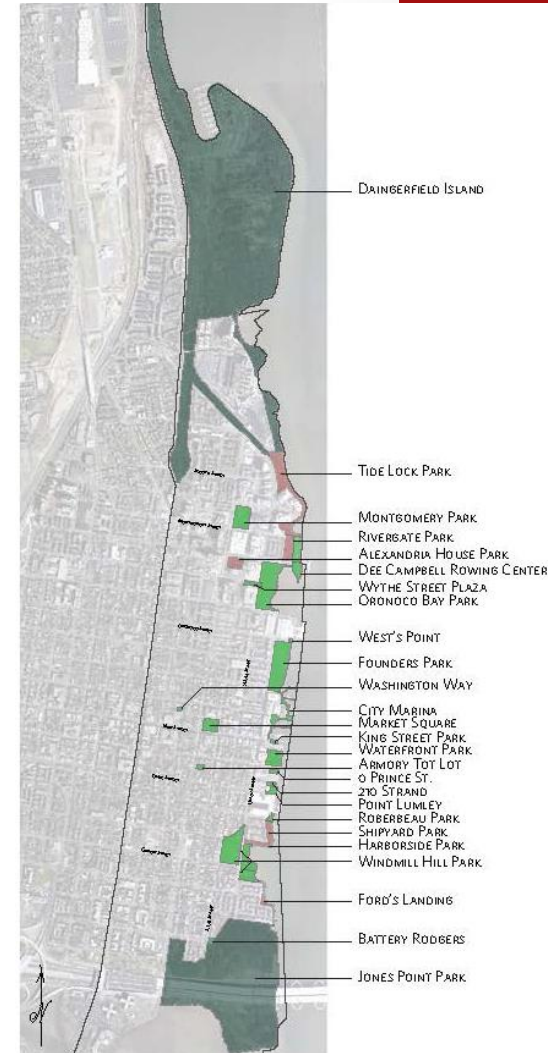
February 14, 2013



# Public Information, Special Events & Waterfront Operations



- Communications & Public Information
- Customer Service Functions
- Special Event Management
- City Marina & Waterfront Operations
- Implementation of Waterfront Small Area Plan
- Liaison to Waterfront Commission





# Office of the Arts



## **Serves as the Local Arts Agency in Alexandria:**

- Support local artists and arts organizations through city grants and professional development workshops
- Provide Community Programming
- Poet Laureate: Tori Lane



# Public Art



- Public Art Master Plan
- Public Art Acquisition & Maintenance
- Public Art in Private Development





# Park Planning, Design and Capital Development

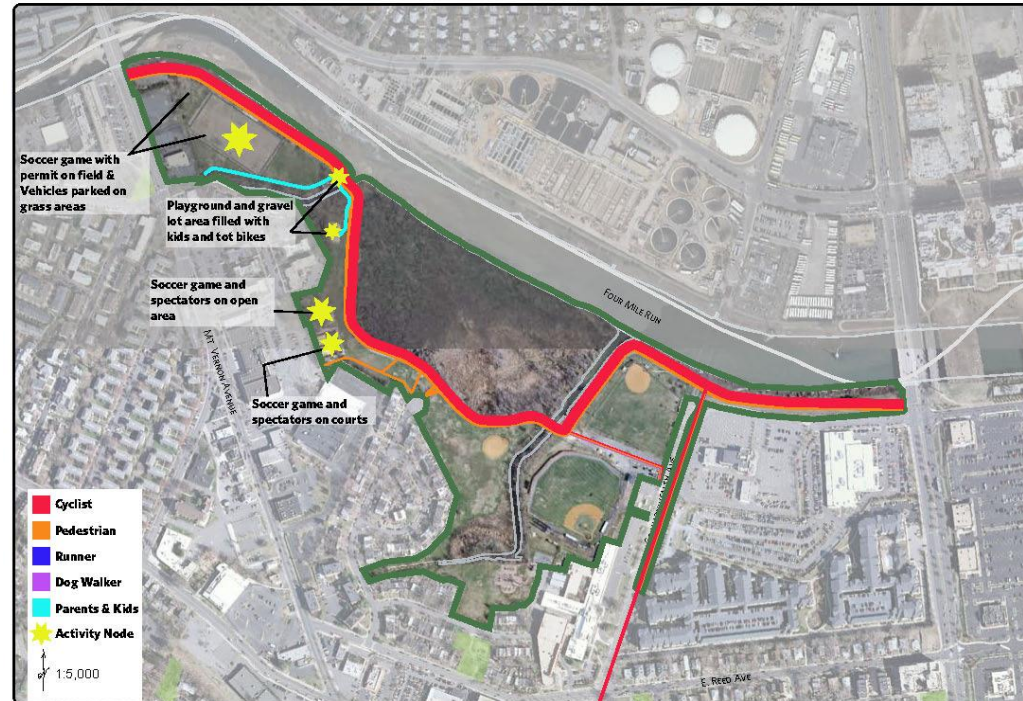
## Planning

- Open Space
- Long Range Planning
- Inter-jurisdictional Planning

## Development Coordination

- Capital Projects
- Facilities
- Playgrounds
- Athletic Fields

## Capital Improvement Plan

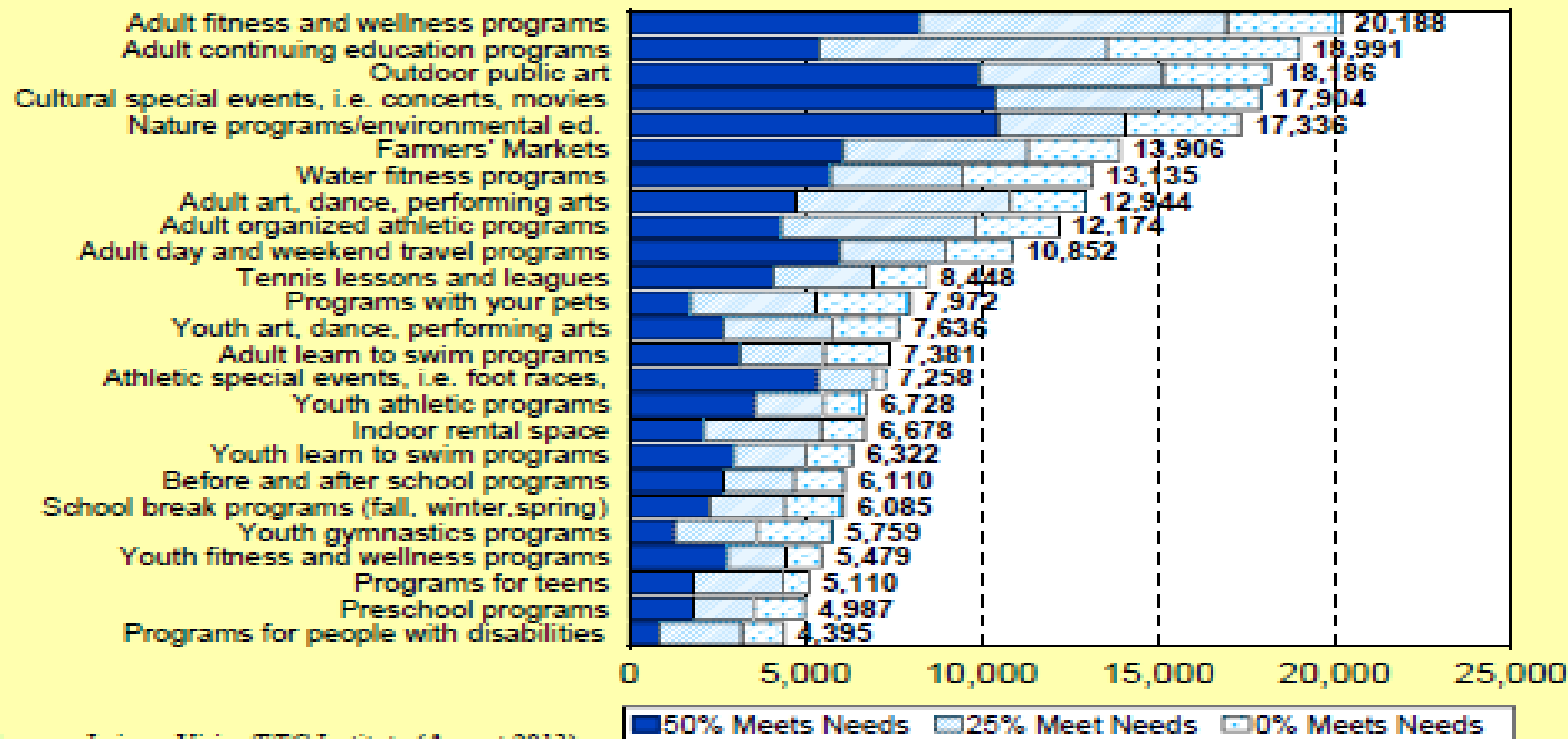


# Needs Assessment - Programs



## Q7b. Estimated Number of Households in the City of Alexandria Whose Needs for Parks and Recreation Programs Are Only Being 50% Met or Less

by number of households based on 68,082 households in the City of Alexandria

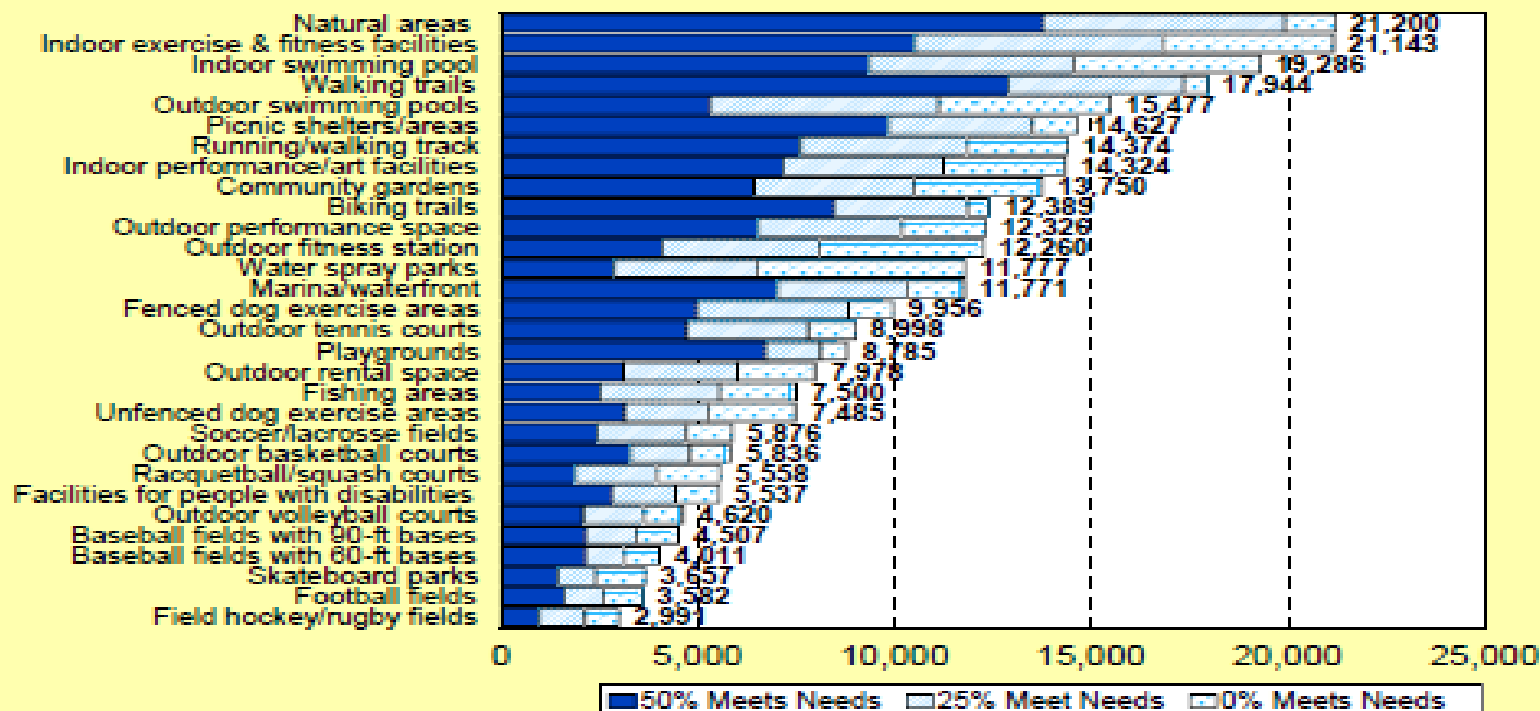


# Needs Assessment - Facilities



## Q5b. Estimated Number of Households in the City of Alexandria Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 68,082 households in the City of Alexandria



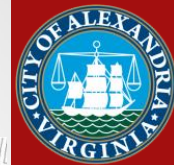
Source: Leisure Vision/ETC Institute (August 2013)

# Witter Fields





# Miracle Field



# Charles Houston Recreation Center



- **Completed 02.2009**
- **USGBC / LEED Silver**
- **Community Rooms**
- **Full Size Gymnasium**
- **Computer Lab**
- **Outdoor Pool**
- **C. Houston Memorial**





# Recreation Centers



## **Nannie J. Lee Memorial Rec. Center**

1108 Jefferson Street

- Arts & Crafts Room
- Computer Lab
- Game Room
- Gymnasium
- Kitchen
- Meeting Rooms
- Multi-purpose room
- Fitness room

## **Mount Vernon Rec. Center**

2701 Commonwealth  
Ave.

- Arts & Crafts Room
- Ceramics/Pottery
- Computer lab
- Dance studio
- Gymnasium
- Meeting rooms
- Multi-purpose room

## **Patrick Henry Rec. Center**

4643 Taney Avenue

- Arts & crafts room
- Gymnasium
- Game Room
- Kitchen
- Meeting rooms

## **William Ramsay Rec. Center & Jerome "Buddie" Ford Nature Ctr.**

5650 Sanger Avenue

- Arts & Crafts Room
- Computer Lab
- Dance Studio
- Game Room
- Gymnasium
- Kitchen
- Meeting rooms
- Multi-purpose room
- Nature center

# Recreation Centers



## **Cora Kelly Rec. Center**

25 W. Reed Ave.

- Arts & Crafts room
- Game Room
- Gymnasium
- Multi-purpose room
- Fitness room
- Racquetball Court
- Multipurpose Room

## **Charles Barrett Rec. Center**

1115 Martha Custis Drive

- Arts & Crafts room
- Game Room
- Gymnasium
- Kitchen
- Multi-purpose room

## **Charles Houston Rec. Center**

901 Wythe Street

- Arts & Crafts Room
- Boxing Ring
- Computer Lab
- Dance Studio
- Game & Fitness rooms
- Gymnasium
- Kitchen
- Meeting room
- Multi-purpose room
- Pool
- Pre-school room

## **Chinquapin Park Rec. Center**

3210 King Street

- Meeting rooms
- Multi-purpose room
- Racquetball Rooms
- Fitness Rooms
- Indoor Swimming Pool

# Recreation Center

## Out of School Time Programs

### Ages 5-12



Homework  
Games  
Arts & Crafts  
Sports  
Dance  
Music



**1,337 children currently served FY2012 in the  
school year program.**  
**1,291 children served FY2012 summer programs.**

# Special Activities



- Cheerleading Competition
- Black History Month Programs
- Hershey Track & Field
- Kiwanis Kids Fishing Day
- Hispanic Heritage Month
- Saturday Night Hype
- Community Days





# Summer Camps and Playgroups



# Teen Programs





# Senior Programs



# Youth & Adult Sports Programs





# Therapeutic Recreation



- Recreation Buddy Program
- Dance/Movement
- Classes
- Saturday Social Club
- Sensory Programs
- Trips
- Miracle League



# Aquatics





# How Can You Get Involved?

- Volunteer to support RPCA programs
- Park and Recreation Commission
- Commission for the Arts
- Beautification Commission
- George Washington Birthday Celebration Committee
- Waterfront Commission
- Sport Advisory Boards



# Questions?

## **Recreation, Parks and Cultural Activities**

1108 Jefferson Street  
Alexandria, VA 22314  
703.746.4343

**Web:** [www.alexandriava.gov/Recreation](http://www.alexandriava.gov/Recreation)

**eNews:** <http://enews.alexandriava.gov>

**Facebook:** <https://www.facebook.com/RPCA AlexandriaVA>

**Twitter:** [https://twitter.com/RPCA\\_AlexVA](https://twitter.com/RPCA_AlexVA)



# Alexandria Library

**Rose Dawson, Director**

*Subscription Library since 1794.*

*Public Library since 1937.*







*"I read a story about this place on the Internet. But I didn't think it actually existed."*

# A BRIEF HISTORICAL SKETCH...

Alexandria Library Company was founded July 24, 1794.

Which of the following were NOT included in the Company's earliest addresses?

- a) Mr. Stabler's Apothecary Shop
- b) Old City Hall
- c) The Lyceum
- d) Masonic Temple
- e) Peabody Hall



The Company's first acquisition was the *American Encyclopedia*. Its rare book collection was begun in 1822 with Mr. Miller's *The Gardener's Dictionary*, which had been presented to the Company decades earlier by George Washington.

# OUR HISTORY

For more than a century and a quarter, Alexandria Library Company flourished as a private, subscription library with an initial annual fee of four dollars...



## **In 1937:**

Dr. Robert South Barrett donated funds for a public library in memory of his beloved mother, Dr. Kate Waller Barrett.

The Society of Friends granted a 99-year lease for use of its old Quaker Burial Ground on Queen Street as its site.

The Company signed an agreement with the Alexandria City Council turning over its collections to Alexandria City.

The City agreed to include operating expenses for the “public library” in its budget.





## Samuel Wilbert Tucker

Attorney and Organizer of the  
Alexandria Library Sit-In of 1939

916 Queen Street  
Alexandria, Virginia  
February 13, 1940

Miss Katharine H. Scoggin, Librarian  
Alexandria Library  
Alexandria, Virginia

My dear Miss Scoggin:

Together with copy of letter from the City Manager to you dated January 26, 1940, I am in receipt of your letter of February 9 with reference to my application for library privileges, filed January 30, 1940.

I refuse and will always refuse to accept a card to be used at the library to be constructed and operated at Alfred and Wythe Streets in lieu of card to be used at the existing library on Queen Street for which I have made application. Continued delay -- beyond the close of this month -- in issuing to me a card for use at the library on Queen Street will be taken as a refusal to do so, whereupon I will feel justified in seeking the aid of court to enforce my right.

A letter is being sent to the City Manager on this subject, a copy of which I am herewith enclosing.

Very truly yours,

*Samuel Wilbert Tucker*  
SAMUEL WILBERT TUCKER

## 1939 LIBRARY SIT-IN



## ROBERT H. ROBINSON LIBRARY

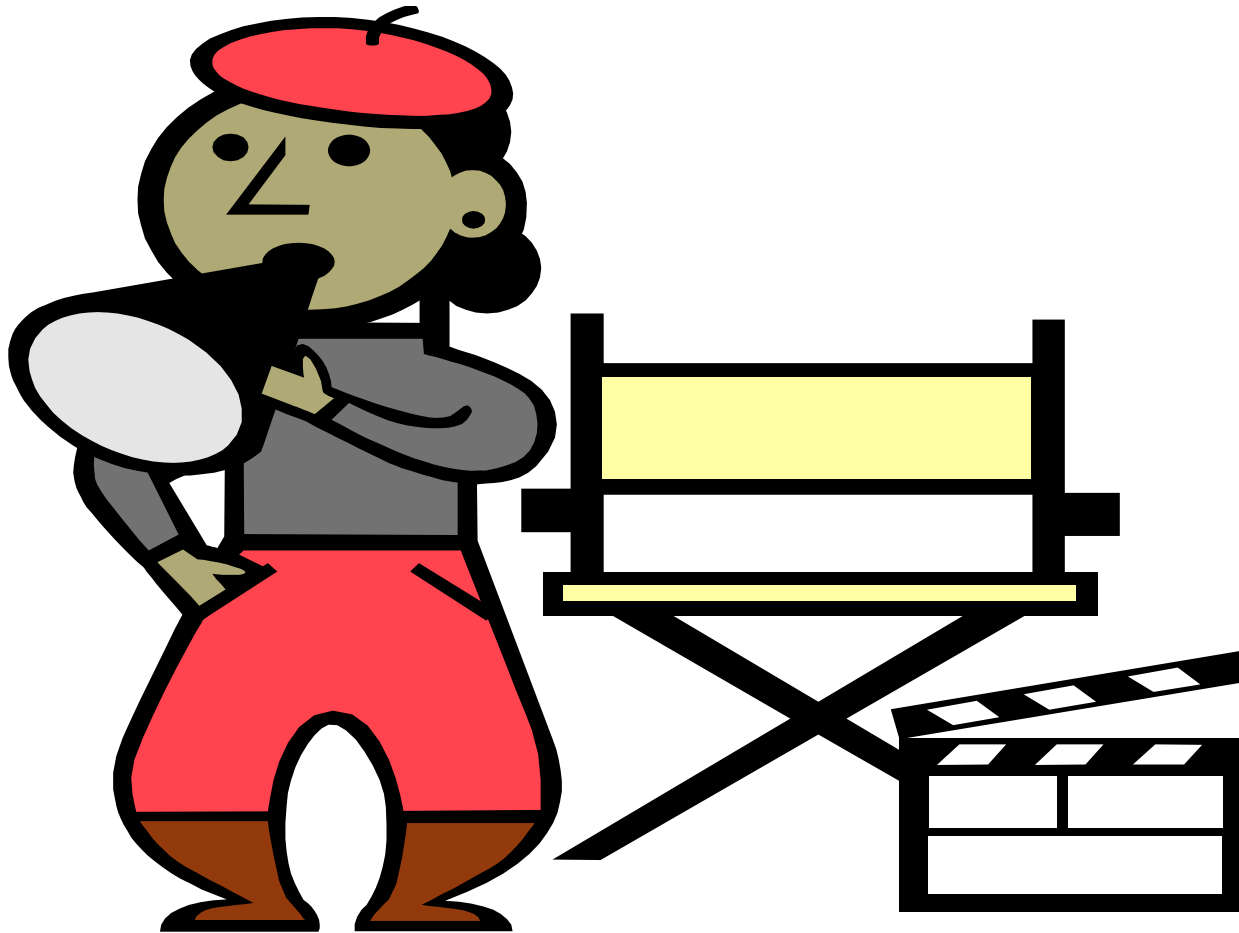




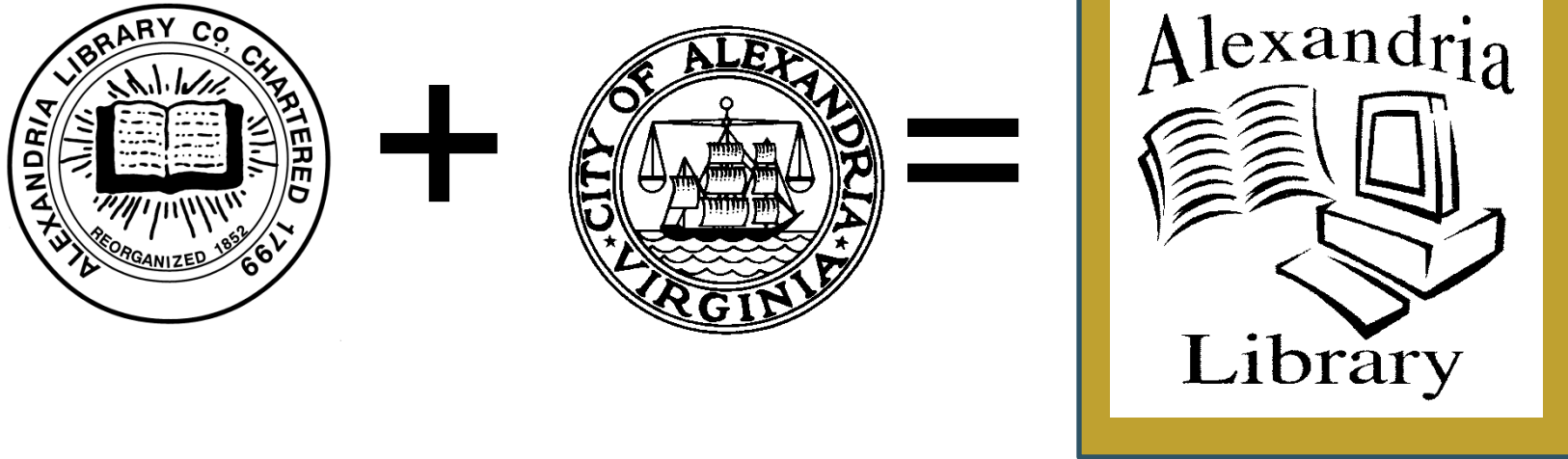
# 75<sup>th</sup> LIBRARY SIT-IN ANNIVERSARY



# WHO'S RUNNING THE SHOW?



# LIBRARY LEADERSHIP



Three of the Company's members are elected to serve on the seven member Alexandria Library Board. Three citizens and a member of the Alexandria City Council comprise the remainder of the Board.



# LIBRARY BOARD



**CHAIR: Kathleen Schloeder**  
City Council Citizen Appointee

**VICE CHAIR: Oscar P. Fitzgerald**  
Alexandria Library Company Appointee

**TREASURER: Anne Paul**  
Alexandria Library Company Appointee

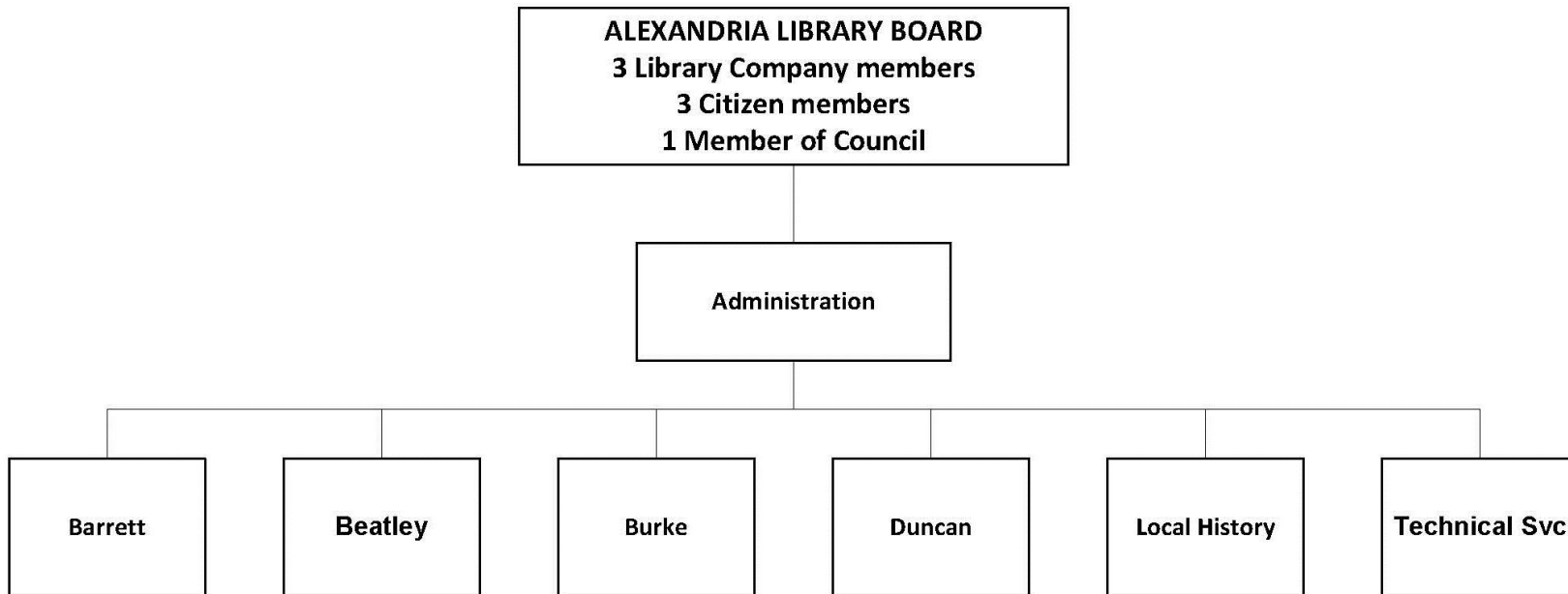
**SECRETARY: Gwendolyn Day-Fuller**  
City Council Citizen Appointee

**William V. Brierre**  
Alexandria Library Company Appointee

**Helen Desfosses**  
City Council Citizen Appointee

**Allison Silberberg**  
City Council

# ORGANIZATIONAL STRUCTURE OF ALEXANDRIA LIBRARY





# MISSION STATEMENT

The Alexandria Library is an educational, user-oriented service institution providing free public access to recorded knowledge and ideas. The Library maintains a collection of general, regionally historical, and **recreational**, reading, listening and viewing materials for home and on-site use; provides information services by both professional and **skilled staff**; provides access to off-site collections, electronic reference resources, and the **Internet**, through the latest information technologies. The library publicizes services through **children's programs**, outreach, participation in community activities, and maintenance of an **active website** on the Internet.

# THE ALEXANDRIA LIBRARY





# KATE WALLER BARRETT BRANCH LIBRARY



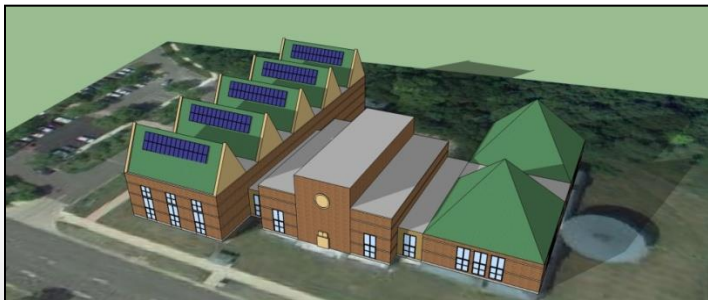
The Kate Waller Barrett Branch is located 717 Queen Street in the Old Town section of Alexandria. It was renovated and expanded in 1995 and houses both the Barrett collection and local and historic collections from the Lloyd House Branch, which was moved in April 2000. It is also home to a regional collection of The Foundation Center, a major source of Foundation Center print and online materials.

**Barrett was Alexandria Library's Central Library until...**

# CHARLES E. BEATLEY JR. CENTRAL LIBRARY



The Beatley Central Library on 5005 Duke Street is the main reference facility of the Alexandria Library. The 65,000 sq. ft. building was designed by Architect Michael Graves. The library opened on Jan. 31, 2000, and continued their green efforts with solar panels in October of 2012.

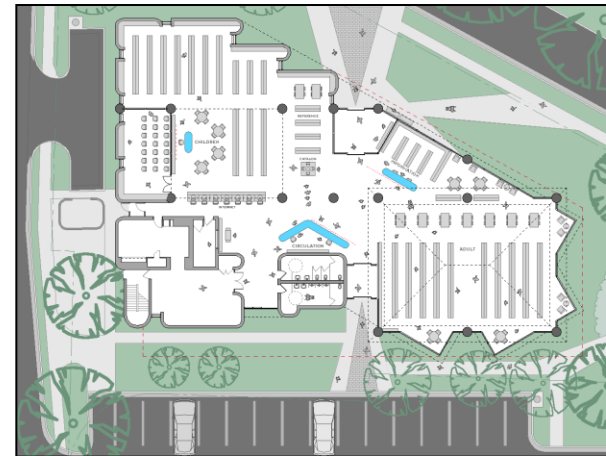


It was named after one of Alexandria's most beloved mayors, "Chuck" Beatley.

# JAMES M. DUNCAN BRANCH LIBRARY



Duncan is a community library located at 2501 Commonwealth Avenue in Del Ray and has served Alexandria since 1969. The expanded branch reopened in 2005 as the first city government building to feature a green roof.





# ELLEN COOLIDGE BURKE BRANCH LIBRARY

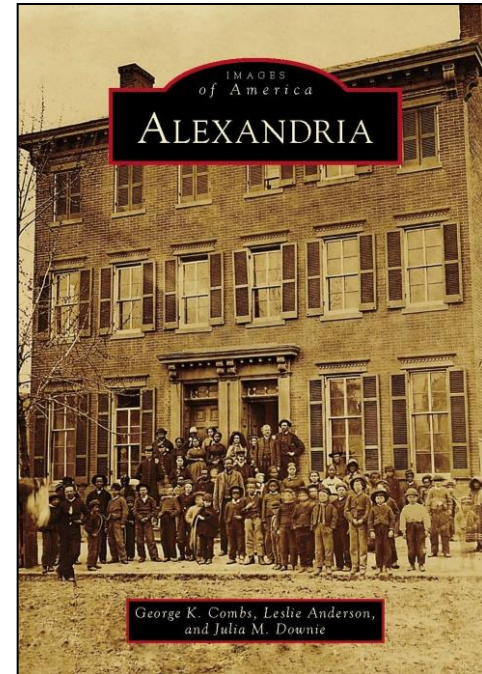


The Burke Branch Library at 4701 Seminary Road reopened in March 2002 to much fanfare after major renovation. Until 2014, this was a multi-use building with the bottom half being used by ACPS for English Language Learners instruction. The Library hopes to redesign the 1<sup>st</sup> floor to meet community needs.

A mile away from Beatley, Burke Branch also serves the busy and densely populated “West End” of the City of Alexandria.



# Special Collections/ Local History Branch Library



The Special Collections division (inside Barrett Branch) houses many resources for historians, genealogists, and others interested in learning about Alexandria, Virginia, and American history. The division holds a variety of sources in several formats, including books, CD-ROMs, online databases, microfilm and microfiche, journals, manuscript collections and photographs. It has been featured on TV's *History Detectives* and *Ghost Hunters*.



# VIRTUAL LIBRARY

The catalog, with each upgrade, continues to become more interactive, and the databases keep growing.

## Website & Online Catalog

The screenshot shows the Alexandria Library website homepage. At the top, there's a navigation bar with links like 'Log In', 'My Account', 'My Lists', and 'Library Information'. Below this is a search bar with 'Everything' and 'All Fields' dropdowns. The main content area features a large banner for 'Sew Cool' craft night, a 'Highlights & News' section with a '75 YEARS' anniversary, and a 'Featured Library Databases' section with 'mango' and 'Computer Database'. There are also links for 'Browse our Collection' and 'Upcoming Events'. The footer contains contact information and social media links.

## Online Databases

The screenshot shows the Alexandria Library Online Databases page. It features a search bar and a list of databases. The 'Expanded Academic ASAP' database is highlighted, with a description: 'From arts and the humanities to social sciences, science at database meets research needs across all academic disciplines. Includes scholarly journals, news magazines, and newspapers - many in full text.' The page also includes a 'Database List by Subject' link and a 'Remote User Access' link.

# Alexandria Library at Your Fingertips

**NEW!**

Manage Your Account  
Search the Catalog  
Find Library Events  
Locate Branches  
and More...

Mobile App  
and  
Free MP3s &  
Streaming  
Now Available



Download For Apple and Android Devices



DOWNLOAD &  
STREAM MUSIC  
*with* ALEXANDRIA LIBRARY

online and on your  
mobile device



# ADULT SERVICES



Film Series

Author Visits

eBooks & eAudiobook Classes

Housebound Outreach Service



Which was the most popular device used by Alexandrians to download eBooks?

- a) Cell Phone
- b) Tablet
- c) eReader
- d) Computer



# YOUTH SERVICES



Animal/Nature Programs  
Children Story Times  
Early Literacy Workshops  
Game Night  
Paws to Read  
Summer Reading Programs  
Visits from Sheriff & K-9



Come meet an Alexandria police officer  
and his police dog!



# OTHER SERVICES

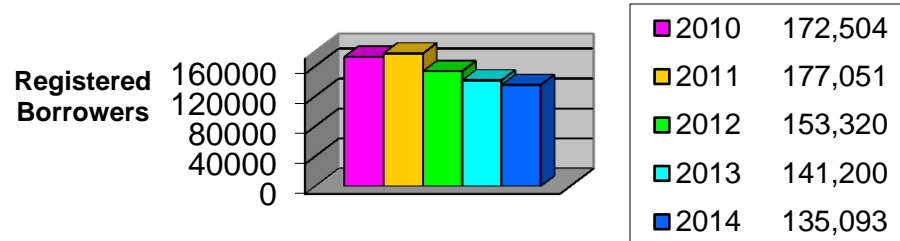


Access to the Internet  
Access to Word Processing  
Computer Classes  
Wi-Fi & Databases



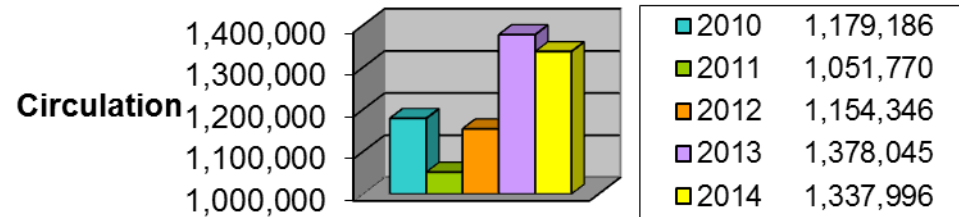
“Talking Book” Service  
Meeting Rooms  
Digital magazines

## FY2010 - 2014 Registered Borrowers

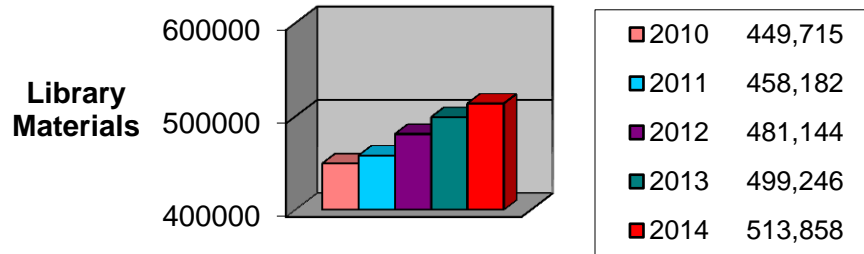


**Annual Report is  
submitted to city  
by the Board**

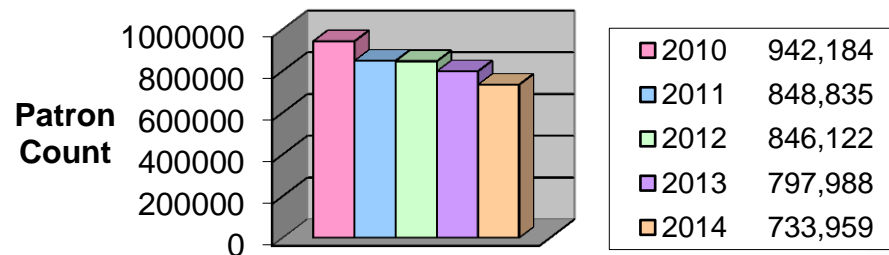
## FY2010 – 2014 Circulation



## FY2010 - 2014 Library Materials



## FY2010- 2014 Patron Count



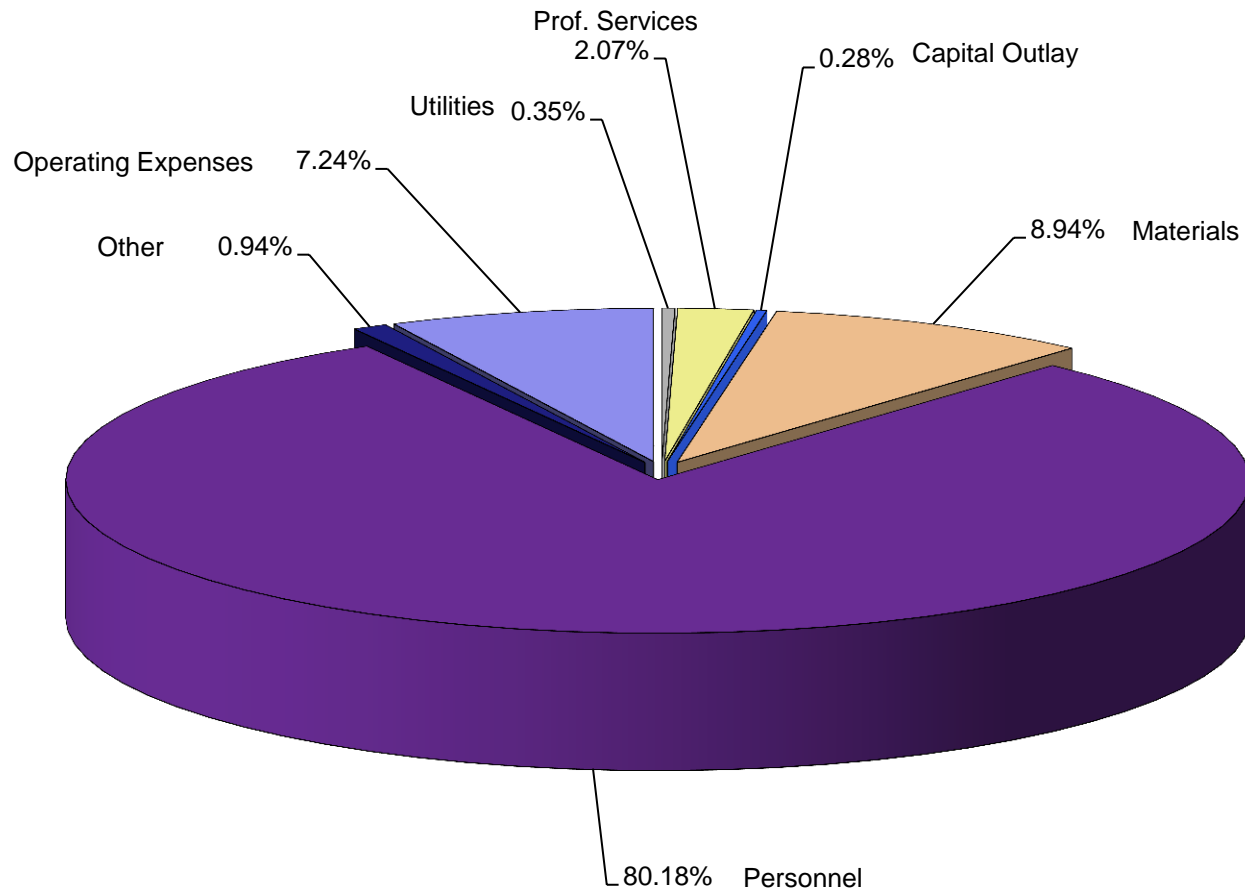


# 2014 FINANCIAL REPORT

## OPERATING EXPENSES \$6,984,261

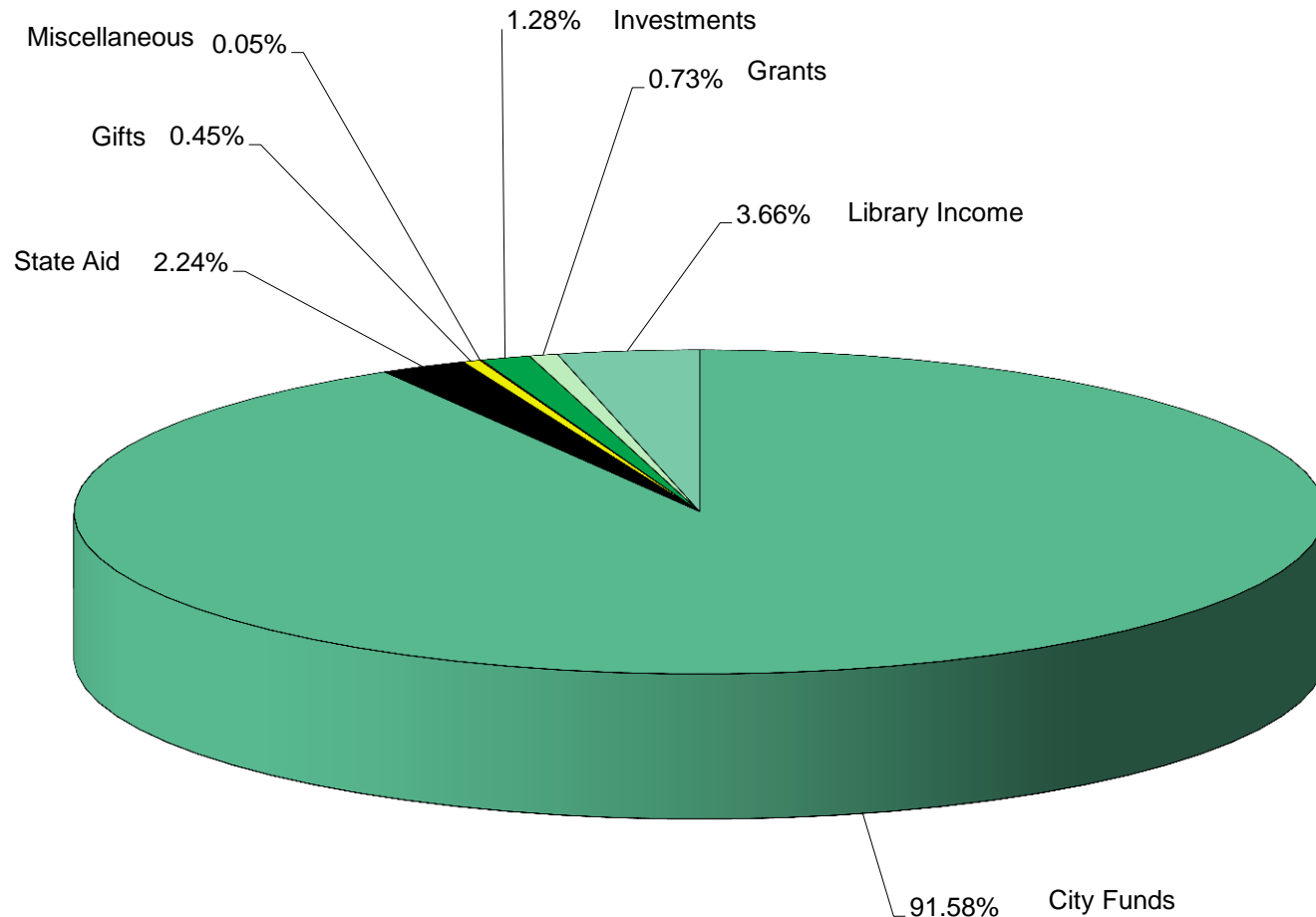


### 2014 FINANCIAL REPORT OPERATING EXPENSES \$6,984,261

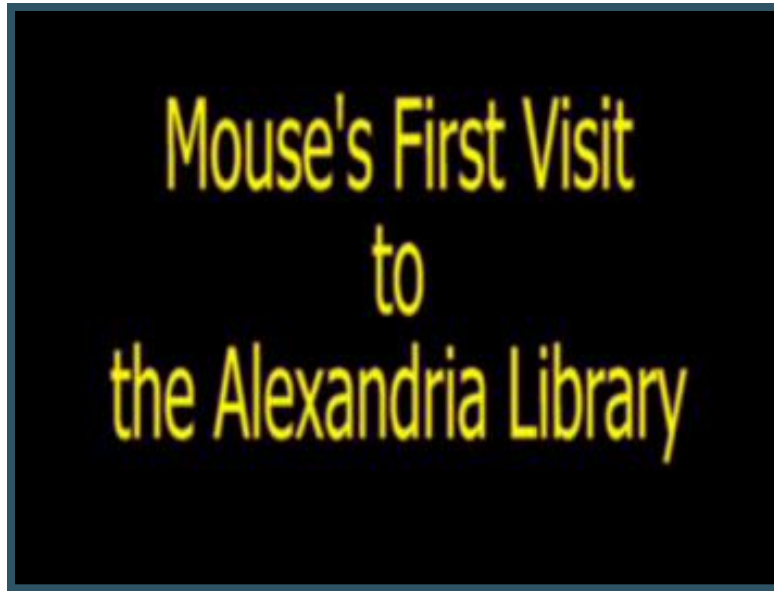


# 2014 FINANCIAL REPORT

## OPERATING INCOME \$7,337,074

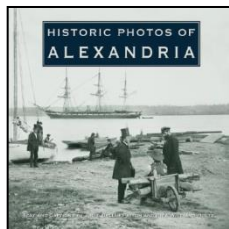


# SOCIAL MEDIA



foursquare®





**IN THIS  
RAPIDLY-EVOLVING  
WORLD, WHAT  
SERVICES WOULD  
YOU LIKE TO SEE AT  
ALEXANDRIA  
LIBRARY?**



# NEEDS ASSESSMENT

- 4000 Patron Surveys
- 200 Phone Interviews
- 15 Executive Interviews
- 6 Focus Groups
- Employee Survey
- Collection of analytical data
- Benchmarking data

## 7 Priorities

- Learners of all ages
- Technology
- Library as Community Hub
- Collection management
- Community Relations
- Organizational Development
- Fundraising & Advocacy



# Questions?

## **Alexandria Library Administration**

5005 Duke Street  
Alexandria, VA 22304  
703.746.1701

[www.alexandria.lib.va.us](http://www.alexandria.lib.va.us)  
[www.alexandriava.gov/Library](http://www.alexandriava.gov/Library)



# Office of Historic Alexandria

**J. Lance Mallamo**  
**Director**





# Mission Statement

The Office of Historic Alexandria enhances the quality of life for City residents and visitors by preserving and interpreting Alexandria's historic properties, archaeological sites, cultural resources, artifact collections, objects, archives, records, and personal stories, and by encouraging audiences to appreciate Alexandria's diverse historic heritage and its place within the broader context of American history.



# Museums



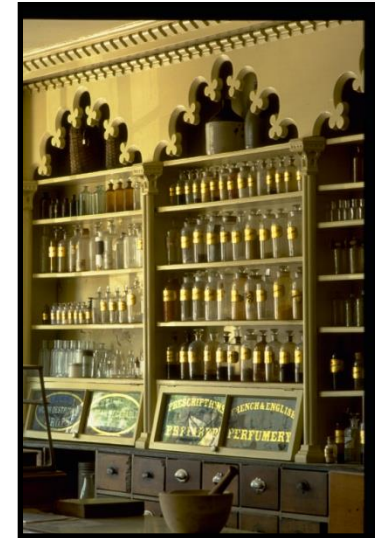
Friendship  
Firehouse



The Lyceum



Alexandria  
Black History  
Museum



Stabler-  
Leadbeater  
Apothecary  
Museum



Alexandria  
Archaeology

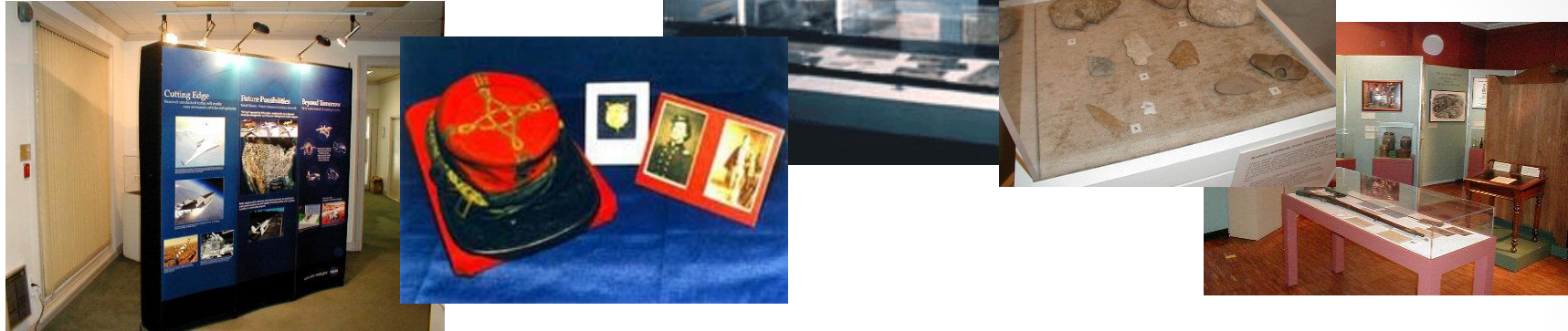


Fort Ward Museum  
and Historic Site



Gadsby's  
Tavern  
Museum

# Exhibits



The Museums offer both permanent and changing exhibits for visitors to enjoy and learn about our community's history.



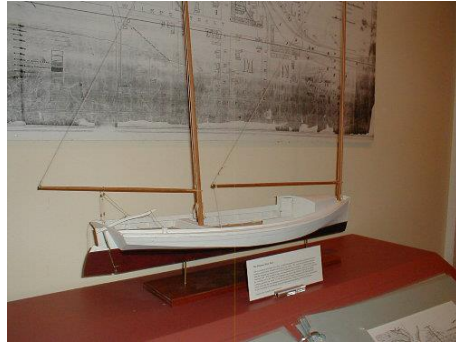


# Collections

The Office of Historic Alexandria maintains and preserves important objects that are acquired by the museums and historic sites. We make these available to the public as often as possible.



# Preservation and Conservation



The Office of Historic Alexandria preserves and interprets the past of our community for residents and visitors alike...  
but we also are dedicated to protecting, preserving and conserving our historical collections for the education and enjoyment of future generations.



# Alexandria Archaeology



# Alexandria Archaeology

- Seeks to preserve and study the tangible remains of our community's heritage for public enrichment and enjoyment
- City archaeologists and volunteers work with citizens and developers to locate sites important to the City's past and excavate them when necessary
- Visitors can learn about Alexandria's past at the hands-on Archaeology Museum





# Contrabands & Freedmen's Cemetery



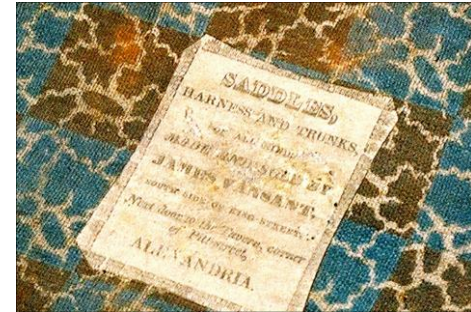
Civil War cemetery from 1864-1869

Memorial park to open 2011

Native American site dating to 13,000 years ago



# Archives and Records Center





# Archives and Records

The Archives and Records Center manages the records created by the City of Alexandria's government agencies, preserves the archival or historical documents of these agencies, and ensures that these documents are available for public research. The Archives and Records Center must comply with the *Virginia Public Records Act*.

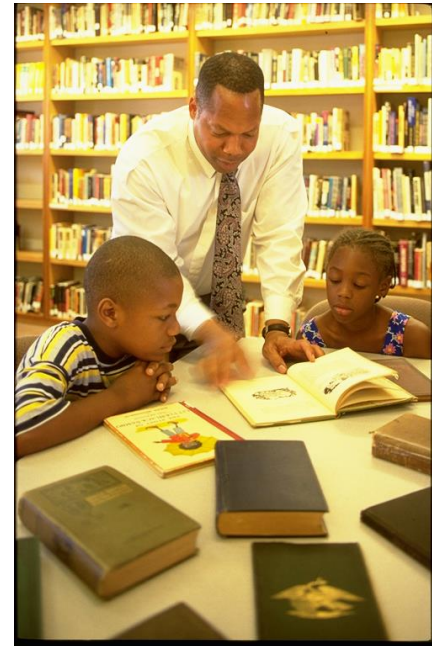


# Education and Life-long Learning



# Educational Initiatives

The Office of Historic Alexandria offers educators the unique opportunity to reinforce classroom teaching with hands-on experiences, field trips, lectures, educational kits, and other media resources.





# Educational Programs

## Alexandria Archaeology Museum

- Adventure Lessons- all ages
- Field School- college students
- Public Dig Days- all ages
- Summer Camp- ages 12 – 15

## Black History Museum

- Past/Present learning programs for students of all ages
- School Tours

## Fort Ward Museum and Historic Site

- Life During the Civil War- educational kit for teachers from elementary through high school
- Summer Camp- ages 8 - 12





# Educational Programs (Continued)

## Friendship Firehouse

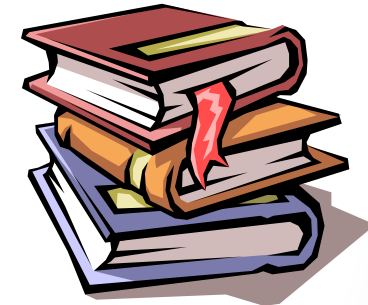
- Citizen Firefighters in Colonial Alexandria - ages K – 6<sup>th</sup> Grade

## Gadsby's Tavern Museum

- A Tavern At Work - Grades 2 and up – SOL approved
- After the Revolution- Grades 3 and up – SOL approved
- Candas, The Tavern Slave, Grades 3 and up – SOL approved
- Traveling Tom- Grades K through 2 – SOL approved

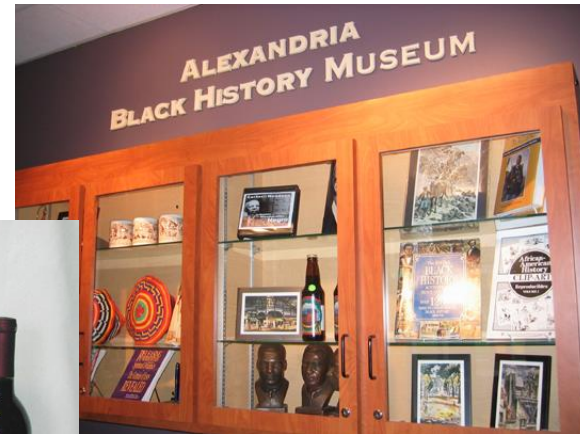
## The Lyceum

- Inside Old Town- Grades 3 through 5 SOL approved
- Getting a Feel For Long Ago - Grades K through 3 – SOL approved
- Scavenger Hunt for History - Grades 3 through 6 – SOL approved
- Clio's Kids: A History Fun Camp - ages 5 through 7



# Museum Shops

Revenue is also earned from Museum Shops and Online shop sales. Each shop offers unique and collectible items, books, etc. Tickets for events can also be purchased online.



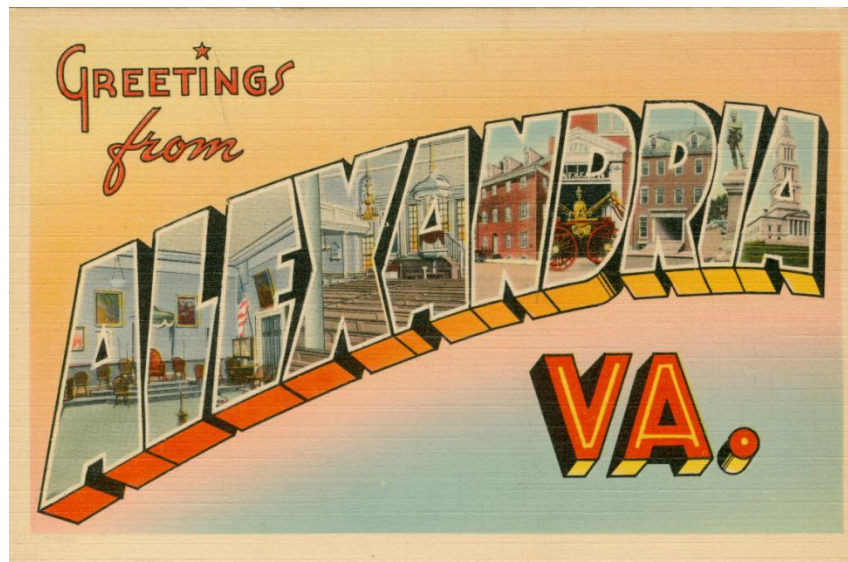
# Rentals and Special Events

Many Office of Historic Alexandria sites are available to rent for weddings, parties, receptions, meetings and other special events. The funds earned are used toward the maintenance and preservation of the historic sites and buildings.



# Heritage Tourism

- Cultural and heritage visitors typically stay longer than business or leisure travelers
- Cultural and heritage visitors spend nearly twice the current average expenditure of other travelers





# Tourism Initiatives



**Ask Alex?**  
**Dial 703.229.8632**







## This Week in Historic Alexandria



### This Week's Events

- **May 15 – Alexandria and District of Columbia Needlework Identification Day – The Lyceum**  
Do you have an old piece of needlework packed away? Ever wondered where it might have come from or who made it? Let our experts examine your sampler or pictorial! Learn what makes a sampler valuable, hear great tips on care and conservation, and see the treasures from other people's attics. A special focus is identifying 18th- and 19th-century samplers and pictorial embroideries from this geographic area. Your contribution to The Lyceum of \$5 per needlework includes full museum admission. Reservations are required. 12:30 p.m. to 4:30 p.m. 703.838.4994. 201 South Washington Street. [www.alexandriahistory.org](http://www.alexandriahistory.org)
- **May 16 – Soldier-Led Walking Tours – Fort Ward Museum & Historic Site**  
A Union soldier in period uniform will lead two walking tours of Fort Ward. The hour-long tour will introduce visitors to the history of the Defenses of Washington, the building and role of Fort Ward, 19th-century fortification engineering, and the troops who were stationed in this area during the Civil War. Walking shoes and weather-appropriate clothing recommended. Tours begin at 10 a.m. and at 2 p.m. Free! 703.838.4848. 4301 West Braddock Road. [www.fortward.org](http://www.fortward.org)



### This Week in Alexandria History

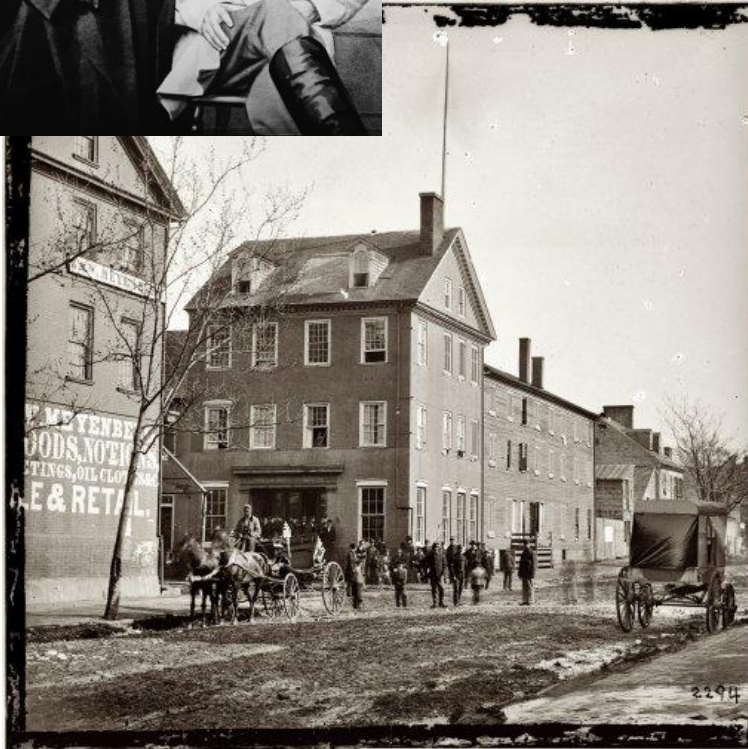
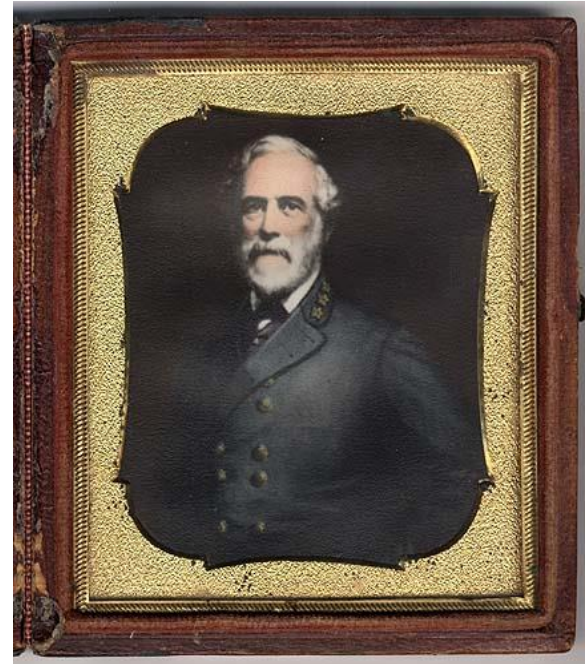
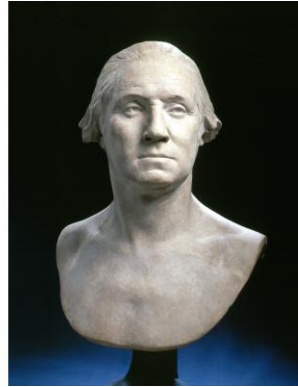


On May 12, 1909, a large fire broke out at Smoot Lumber at Union and Cameron streets. Originating at the planing mill near Lee Street, the fire caused an estimated \$500,000 in damage. Firefighters drafted water from the Potomac River to help put out the blaze.



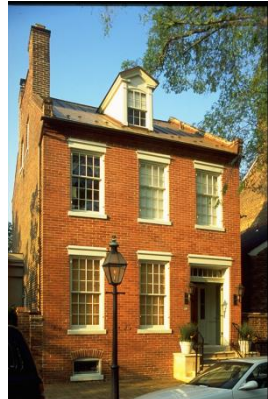
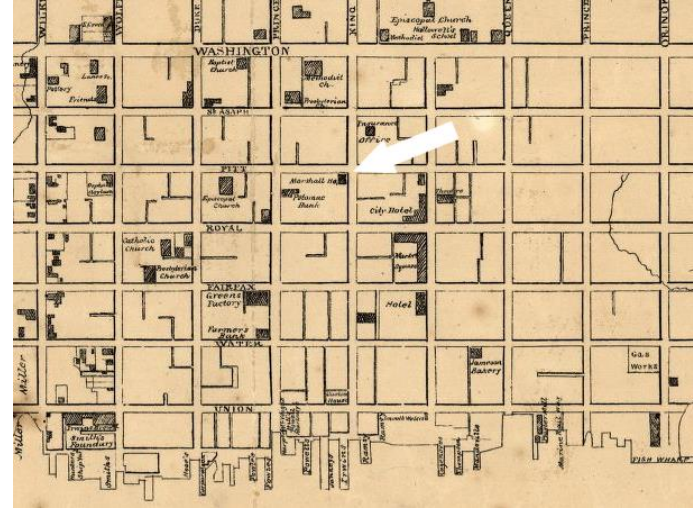
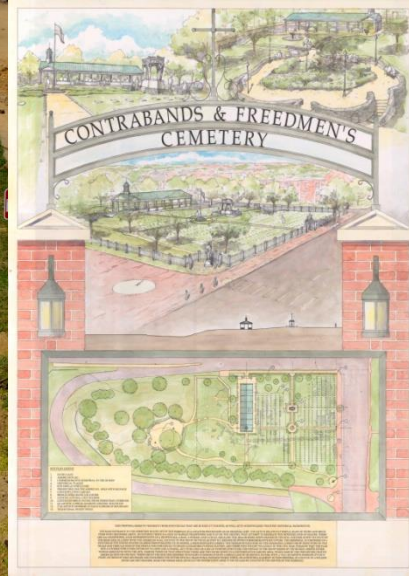
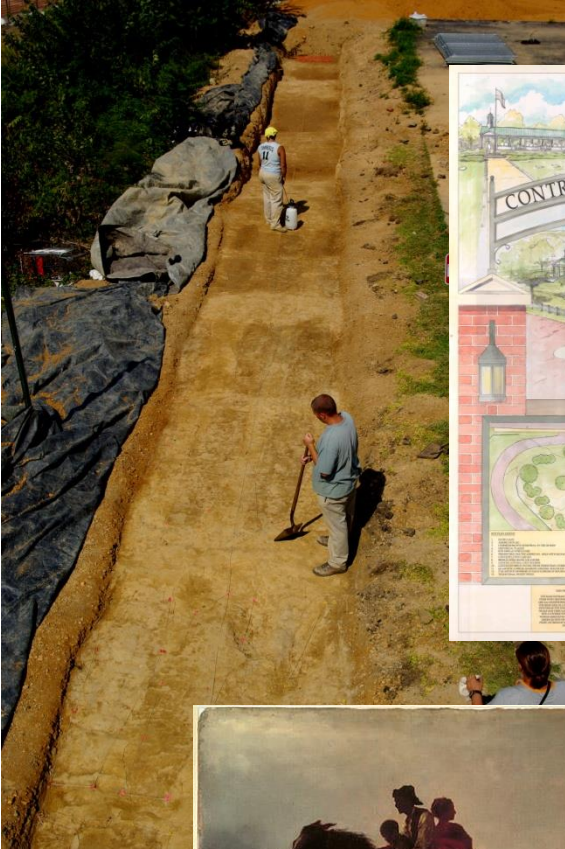


# Public History Resource





# Interdepartmental Planning and Review







# Boards and Commissions

Alexandria Archaeological Commission

Alexandria Historical Restoration & Preservation Commission

Historic Alexandria Resources Commission

Public Records Advisory Commission



# Boards & Commissions

## How you can join us!

- ***Alexandria Archaeological Commission*** – Provides guidance on cultural resource management.
- ***Alexandria Historical Restoration & Preservation Commission*** – accepts open space and interior and façade easements in historic districts. There are now 60 easements on properties in Alexandria. This Commission is particularly interested in preservation of Open Space in Old & Historic District although their legal mandate allows for acceptance of easements throughout the City. Commission members are appointed by the State and the City.



# Boards & Commissions

## How you can join us!

- ***Historic Alexandria Resources Commission*** – generally advises Council on a wide variety of historical subjects.
- ***Public Records Advisory Commission*** – advises staff and Council on records management and archival collections. An excellent group of citizens who are involved in records management at the Federal level, often have significant important advice for staff.
- ***Alexandria Convention and Visitors Association*** – ex officio member
- ***Boards of Architectural Review*** – staff prepare comments for archeological and historical significance.



# Alexandria City Council Strategic Plan

This 2010 City Council Strategic Plan has been developed in collaboration and in partnership with the Alexandria community. It is a carefully planned effort to advance Alexandria toward the future we envision for our community. As we move forward to implement the direction offered by the Strategic Plan, the Alexandria City Council affirms its commitment to the Plan's objectives and initiatives. Consequently, Council directs that City staff consider the Strategic Plan when developing, implementing or reviewing the delivery of public services, and in presenting requests for fiscal resources.



Thank you for your interest in the  
Office of Historic Alexandria



*Office of Historic Alexandria*





# Questions?

## **Office of Historic Alexandria**

220 N. Washington St.  
Alexandria, VA 22314  
703.746.4554

[www.historicalexandria.org](http://www.historicalexandria.org)  
[www.alexandriava.gov/OHA](http://www.alexandriava.gov/OHA)